INDEX AND CONTENTS

THE PUBLIC OPINION QUARTERLY

SCHOOL OF PUBLIC AFFAIRS, PRINCETON UNIVERSITY

Volume IX, 1945

Index

Ackerman, William C., "The Dimensions of American Broadcasting," 1-18.

ADVERTISING. Repplier, Theodore S., "Advertising Dons Long Pants," 269-278.

ATTITUDE POLLS. Bernays, Edward L., "Attitude Polls—Servants or Masters?" 264-268b; Field, Harry; Lazarsfeld, Paul; Robinson, Claude; and Bernays, Edward, "The Discussion Goes On," 403-410.

Benson, Edward G., *et al.*, "Polling Lessons from the 1944 Election," 467-484.

Berelson, Bernard and Lazarsfeld, Paul F., "Women: A Major Problem for the PAC," 79-82.

Bernays, Edward L., "Attitude Polls—Servants or Masters?" 264-268b.

Bernays, Edward L., *et al.*, "The Discussion Goes On," 403-410.

BIRTHRATE, DECLINE OF. Ferraby, J. G., "Observations on the Reluctant Stork," 29-37.

Bosse, Paul C., "Polling Civilian Japanese on Saipan," 176-182.

BRITAIN. Cantwell, Frank V., "The Meaning of the British Election," 145-157; Ferraby, J. G., "More on the Meaning of that British Election," 394-395; Newman, William J., "Patterns of Growth in the British Labour Vote," 446-455.

Brophy, Ira N., "The Luxury of Anti-Negro Prejudice," 456-466.

Cantril, Hadley, "Do Different Polls Get the Same Results?" 61-69.

Cantwell, Frank V., "The Meaning of the British Election," 145-157.

Connelly, Gordon M., "Now Let's Look at the Real Problem: Validity," 51-60.

Corson, John J., "Weak Links in the Chain of Command," 346-349.

Crespi, Leo P., "Is Gunnar Myrdal on the Right Track?" 201-212.

Crespi, Leo P., "Myrdal: Pro and Con," 539-542.

Crespi, Leo P., "The Cheater Problem in Polling," 431-445.

Disney, Walt, "Mickey as Professor," 119-125.

Dodd, Stuart C., "A Barometer of International Security," 194-200.

Dozer, Donald M., "The Gap Between Government and People," 70-78.

ELECTIONS. Benson, Edward; Young, Cyrus C.; and Syze, Clyde A., "Polling Lessons from the 1944 Election," 467-484; Cantwell, Frank V., "The Meaning of the British Election," 145-157.
EXECUTIVE-EMPLOYEE RELATIONS. Corson, John J., "Weak Links in the Chain of Command," 346-349.

Ferraby, J. G., "More on the Meaning of that British Election," 394-395.
Ferraby, J. G., "Observations on the Reluctant Stork," 29-37.
Field, Harry H., *et al.*, "The Discussion Goes On," 403-410.
FILMS. Disney, Walt, "Mickey as Professor," 119-125.
Fraser, Lindley, *Germany Between Two Wars, A Study of Propaganda and War Guilt*, reviewed, 213-214.

GERMANY. Fraser, Lindley, *Germany Between Two Wars, A Study of Propaganda and War Guilt*, reviewed, 213-214; Kris, Ernst, "Designed for the Germans," books in review, 213-214; Hermens, Ferdinand A., The Danger of Stereotypes in Viewing Germany," 418-427.
GOVERNMENT. Dozer, Donald M., "The Gap Between Government and People," 70-78.
Graeter, Ralph and Wood, Richardson, "Photo Charts of Survey Findings," 430 ff.

Hansen, Morris H. and Hauser, Philip M., "Area Sampling—Some Principles of Sample Design," 183-193.
Hauser, Philip M. and Hansen, Morris H., "Area Sampling—Some Principles of Sample Design," 183-193.
Hermens, Ferdinand A., "The Danger of Stereotypes in Viewing Germany," 418-427.
Hirsch, Felix E., "Stresemann: Good European or Unrepentant Sinner?" 258-260.

INTERNATIONAL RELATIONS. Dodd, Stuart C., "A Barometer of International Security," 194-200; Jolliffe, C. B., "International Control of Radio Communications," the quarter's literature, 350-353; Ogilvie, John W. G., "The Potentialities of Inter-American Radio," 19-28; Roberts, Owen J., "Wanted: Public Opinion," 261-263, 397; Tomlinson, John D., *The International Control of Radiocommunications*, reviewed, 350-353; Williams, Frederick W., "Regional Attitudes on International Cooperation," 38-50.

Jamieson, John, "Books and the Soldier," 320-332.
JAPAN. Bosse, Paul C., "Polling Civilian Japanese on Saipan," 176-182; Knutson, Andie L., "Japanese Opinion Surveys: The Special Need and the Special Difficulties," 313-319.
Jolliffe, C. B., "International Control of Radio Communications," the quarter's literature, 350-353.

Knutson, Andie L., "Japanese Opinion Surveys: The Special Need and the Special Difficulties," 313-319.
Kriesberg, Martin, "What Congressmen and Administrators Think of the Polls," 333-337.
Kris, Ernst, "Designed for the Germans," books in review, 213-214.

LABOR. Mills, C. Wright, "The Trade Union Leader: A Collective Portrait," 158-175; Newman, William J., "Patterns of Growth in the British Labour Vote," 446-455.
LABOR-MANAGEMENT RELATIONS. Weckler, Joseph E., "Prejudice Is Not the Whole Story," 126-139.
LATIN AMERICA. Phillips, Mrs. R. Hart, "The Future of American Propaganda in Latin America," 305-312.
Lazarsfeld, Paul F. and Berelson, Bernard, "Women: A Major Problem for the PAC," 79-82.
Lazarfeld, Paul F., *et al.*, "The Discussion Goes On," 403-410.
Liss, Edward, "Where Do People Take Their Troubles?" the quarter's literature, 494-496.
Luckmann, Lloyd D. and Schmulowitz, Nat, "Foreign Policy by Propaganda Leaflets," 428-429, 485 ff.

Meyer, Mrs. Eugene, "Judgment Day for the Private Welfare Agency," 338-345.
Mills, C. Wright, "The Trade Union Leader: A Collective Portrait," 158-175.
MOTION PICTURES. See FILMS.
MYRDAL, GUNNAR, *An American Dilemma: The Negro Problem and Modern Democracy*, discussed, 201-212.

NEGRO PROBLEM. Brophy, Ira N., "The Luxury of Anti-Negro Prejudice," 456-466; Crespi, Leo P., "Is Gunnar Myrdal on the Right Track?" 201-212; Crespi, Leo P., "Myrdal: Pro and Con," 539-542; Rose, Arnold, "Myrdal: Pro and Con," 539-542; Weckler, Joseph E., "Prejudice Is Not the Whole Story," 126-139.

General Index

Newman, William J., "Patterns of Growth in the British Labour Vote," 446-455.

Ogilvie, John W. G., "The Potentialities of Inter-American Radio," 19-28.

Phillips, Mrs. R. Hart, "The Future of American Propaganda in Latin America," 305-312.

Pollard, John A., "Words Are Cheaper than Blood," 283-304.

Polling Techniques. Benson, Edward; Young, Cyrus C.; and Syze, Clyde A., "Polling Lessons from the 1944 Election," 467-484; Cantril, Hadley, "Do Different Polls Get the Same Results?" 61-69; Connelly, Gordon M., "Now Let's Look at the Real Problem: Validity," 51-60; Crespi, Leo P., "The Cheater Problem in Polling," 431-445; Hansen, Morris H. and Hauser, Philip M., "Area Sampling—Some Principles of Sample Design," 183-193.

Polls. Bernays, Edward L., "Attitude Polls—Servants or Masters?" 264-268b; Bosse, Paul C., "Polling Civilian Japanese on Saipan," 176-182; Dodd, Stuart C., "A Barometer of International Security," 194-200; Field, Harry; Lazarsfeld, Paul; Robinson, Claude; and Bernays, Edward, "The Discussion Goes On," 403-410; Kriesberg, Martin, "What Congressmen and Administrators Think of the Polls," 333-337.

Postwar. Knutson, Andie L., "Japanese Opinion Surveys: The Special Need and the Special Difficulties," 313-319.

Press. Sherman, Maurice S., "The Editor and the Columnist," 279-282.

Price, Byron, "Maintaining a Healthy Public Opinion," 140-144.

Propaganda. Fraser, Lindley, *Germany Between Two Wars, A Study of Propaganda and War Guilt*, reviewed, 213-214; Kris, Ernst, "Designed for the Germans," books in review, 213-214; Phillips, Mrs. R. Hart, "The Future of American Propaganda in Latin America," 305-312; Pollard, John A., "Words Are Cheaper than Blood," 283-304; Schmulowitz, Nat and Luckmann, Lloyd D., "Foreign Policy by Propaganda Leaflets," 428-429, 485 ff.

Psychological Warfare. Bosse, Paul C., "Polling Civilian Japanese on Saipan," 176-182; Pollard, John A., "Words Are Cheaper than Blood," 283-304; Schmulowitz, Nat and Luckmann, Lloyd D., "Foreign Policy by Propaganda Leaflets," 428-429, 485 ff.

Psychology. Steiner, Lee R., *Where Do People Take Their Troubles?* reviewed, 494-496.

Psychology, Military. Rose, Arnold, "Bases of American Military Morale in World War II," 411-417.

Public Opinion, American. Price, Byron, "Maintaining a Healthy Public Opinion," 140-144.

Public Opinion, Japanese. Knutson, Andie L., "Japanese Opinion Surveys: The Special Need and the Special Difficulties," 313-319.

Public Relations. Repplier, Theodore S., "Advertising Dons Long Pants," 269-278.

Race Relations. See Negro Problem.

Radio. Ackerman, William C., "The Dimensions of American Broadcasting," 1-18; Jolliffe, C. B., "International Control of Radio Communications," the quarter's literature, 350-353; Ogilvie, John W. G., "The Potentialities of Inter-American Radio," 19-28; Tomlinson, John D., *The International Control of Radiocommunications*, reviewed, 350-353.

Repplier, Theodore S., "Advertising Dons Long Pants," 269-278.

Roberts, Owen J., "Wanted: Public Opinion," 261-263, 397.

Robinson, Claude G., *et al.*, "The Discussion Goes On," 403-410.

Rose, Arnold, "Bases of American Military Morale in World War II," 411-417.

Rose, Arnold, "Myrdal: Pro and Con," 539-542.

Schmulowitz, Nat and Luckmann, Lloyd D., "Foreign Policy by Propaganda Leaflets," 428-429, 485 ff.

Sherman, Maurice S., "The Editor and the Columnist," 279-282.

Statistical Data, Illustration of. Graeter, Ralph and Wood, Richardson, "Photo Charts of Survey Findings," 430 ff.

Steiner, Lee R., *Where Do People Take Their Troubles?* reviewed, 494-496.

Stresemann, Gustav. Hirsch, Felix E., "Stresemann: Good European or Unrepentant Sinner?" 258-260.

Syze, Clyde A., *et al.*, "Polling Lessons from the 1944 Election," 467-484.

Tomlinson, John D., *The International Control of Radiocommunications*, reviewed, 350-353.

Trade Union Leaders. Mills, C. Wright, "The Trade Union Leader: A Collective Portrait," 158-175.

WAR. Bosse, Paul C., "Polling Civilian Japanese on Saipan," 176-182; Jamieson, John, "Books and the Soldier," 320-332; Rose, Arnold, "Bases of American Military Morale in World War II," 411-417.

Weckler, Joseph E., "Prejudice Is Not the Whole Story," 126-139.

WELFARE AGENCIES. Meyer, Mrs. Eugene, "Judgment Day for the Private Welfare Agency," 338-345.

Williams, Frederick W., "Regional Attitudes on International Cooperation," 38-50.

WOMEN VOTERS. Berelson, Bernard and Lazarsfeld, Paul F., "Women: A Major Problem for the PAC," 79-82.

Wood, Richardson and Graeter, Ralph, "Photo Charts of Survey Findings," 430 ff.

Young, Cyrus C., *et al.*, "Polling Lessons from the 1944 Election," 467-484.

Contents

NUMBER 1—SPRING

THE DIMENSIONS OF AMERICAN BROADCASTING 1
BY WILLIAM C. ACKERMAN

THE POTENTIALITIES OF INTER-AMERICAN RADIO 19
BY JOHN W. G. OGILVIE

OBSERVATIONS ON THE RELUCTANT STORK 29
BY J. G. FERRABY

REGIONAL ATTITUDES ON INTERNATIONAL COOPERATION 38
BY FREDERICK W. WILLIAMS

THE QUESTIONS THE POLLS ASK

NOW LET'S LOOK AT THE REAL PROBLEM: VALIDITY 51
BY GORDON M. CONNELLY

DO DIFFERENT POLLS GET THE SAME RESULTS? 61
BY HADLEY CANTRIL

THE GAP BETWEEN GOVERNMENT AND PEOPLE 70
BY DONALD M. DOZER

WOMEN: A MAJOR PROBLEM FOR THE PAC 79
BY BERNARD BERELSON AND PAUL F. LAZARSFELD

THE QUARTER'S BIBLIOGRAPHY 83

THE QUARTER'S POLLS 110

NUMBER 2—SUMMER

MICKEY AS PROFESSOR 119
BY WALT DISNEY

PREJUDICE IS NOT THE WHOLE STORY 126
BY JOSEPH E. WECKLER

MAINTAINING A HEALTHY PUBLIC OPINION 140
BY BYRON PRICE

THE MEANING OF THE BRITISH ELECTION 145
BY FRANK V. CANTWELL

THE TRADE UNION LEADER: A COLLECTIVE PORTRAIT 158
BY C. WRIGHT MILLS

POLLING CIVILIAN JAPANESE ON SAIPAN 176
BY MAJOR PAUL C. BOSSE

AREA SAMPLING—SOME PRINCIPLES OF SAMPLE DESIGN 183
BY MORRIS H. HANSEN AND PHILIP M. HAUSER

A BAROMETER OF INTERNATIONAL SECURITY 194
BY STUART C. DODD

IS GUNNAR MYRDAL ON THE RIGHT TRACK? 201
BY LEO P. CRESPI

DEPARTMENTS

BOOKS IN REVIEW 213

THE QUARTER'S BIBLIOGRAPHY 215

THE QUARTER'S POLLS 223

FROM POQ READERS 258

NUMBER 3—FALL

WANTED: PUBLIC OPINION 261
BY OWEN J. ROBERTS

ATTITUDE POLLS—SERVANTS OR MASTERS? 264
BY EDWARD L. BERNAYS

ADVERTISING DONS LONG PANTS 269
BY THEODORE S. REPPLIER

THE EDITOR AND THE COLUMNIST 279
BY MAURICE S. SHERMAN

WORDS ARE CHEAPER THAN BLOOD 283
BY JOHN A. POLLARD

THE FUTURE OF AMERICAN PROPAGANDA IN LATIN AMERICA 305
BY MRS. R. HART PHILLIPS

JAPANESE OPINION SURVEYS: THE SPECIAL NEED AND THE SPECIAL DIFFICULTIES 313
BY LT. (J.G.) ANDIE L. KNUTSON

BOOKS AND THE SOLDIER 320
BY CAPT. JOHN JAMIESON

WHAT CONGRESSMEN AND ADMINISTRATORS THINK OF THE POLLS 333
BY MARTIN KRIESBERG

JUDGMENT DAY FOR THE PRIVATE WELFARE AGENCY 338
BY MRS. EUGENE MEYER

WEAK LINKS IN THE CHAIN OF COMMAND 346
BY JOHN J. CORSON

DEPARTMENTS

THE QUARTER'S LITERATURE 350

THE QUARTER'S POLLS 365

FROM POQ READERS 394

NUMBER 4—WINTER

THE DISCUSSION GOES ON 403
COMMENTS BY HARRY FIELD, PAUL LAZARSFELD, CLAUDE ROBINSON, AND EDWARD BERNAYS

BASES OF AMERICAN MILITARY MORALE IN WORLD WAR II 411
BY ARNOLD ROSE

THE DANGER OF STEREOTYPES IN VIEWING GERMANY 418
BY FERDINAND A. HERMENS

FOREIGN POLICY BY PROPAGANDA LEAFLETS 428
BY NAT SCHMULOWITZ AND LLOYD D. LUCKMANN

PHOTO CHARTS OF SURVEY FINDINGS 430
BY RALPH GRAETER AND RICHARDSON WOOD

THE CHEATER PROBLEM IN POLLING 431
BY LEO P. CRESPI

PATTERNS OF GROWTH IN THE BRITISH LABOUR VOTE 446
BY WILLIAM J. NEWMAN

THE LUXURY OF ANTI-NEGRO PREJUDICE 456
BY IRA N. BROPHY

POLLING LESSONS FROM THE 1944 ELECTION 467
BY EDWARD BENSON, CYRUS YOUNG AND CLYDE SYZE

DEPARTMENTS

THE QUARTER'S LITERATURE 404

THE QUARTER'S POLLS 510

FROM POQ READERS 539